



# EASTLAND TELEGRAM

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### SUBSCRIPTION RATES

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## Unemployment Melts Away

The blanketing unemployment problem, which spread over the whole country for the past 10 years like the glaciers which came down from the north aeons ago, is beginning to melt away as those great glaciers melted under a warmer sun. The sun today is the defense program. The change in national climate may not be permanent, but at the moment, the glacier is melting into streams of men flowing into the channels of industry.

The unemployed today are estimated at 6,142,000 by the National Industrial Conference Board. A year ago the census found 8,500,000 unemployed. By next spring, there is every reason to believe that another 3,000,000 will find work that would leave only 3,000,000 unemployed.

That would be another 1929. In that boom year there were almost 2,000,000 without work. Three million now would be only in the same proportion to our increased working population. Probably at least a million more men are working today than in 1929.

Once more let it be said that the sun of defense activity which is melting away unemployment does not necessarily mean a permanent change of climate. This sun is a heat wave. It will return behind its clouds when the emergency is over, as it will be some day, though not as soon as some people seem to think.

If Britain and its allies win the war, it will certainly take them two years more to do it, perhaps longer. If they lose it, the defense economy will be with us indefinitely, perhaps permanently, in preparation for the lonely last-ditch defense which will be our only alternative.

Some day all that will end. Then the United States will be squarely up against the problem of whether it can run a 55,000,000-job economy or whether it must slump supinely back to a 45,000,000-job economy with 10,000,000 unemployed.

Nobody has the blueprints in simple terms of just how that is to be done. But it will be done.

America is getting into a mood in which it believes that what is necessary to be done, it can do, and will do.

It's a lot better to have that run-down feeling from overwork than from gossip.

A man broke into a Brooklyn grocery store and got away with ten years in the pen.

It's foolish to let secrets worry you. They're really nothing to speak of.

It's warm enough now to use your vest to patch your pants.

One of the worst things about summer dog days are the cat nights.

Minneapolis paperhanger was sent to prison for having three wives. Maybe he'll enjoy the peace and quiet.

## DIRECTOR OF MINT

Answer to Previous Puzzle

**HORIZONTAL**  
 1, 7 Director of U. S. A. Mint. COLONEL  
 11 Small dog. REMOTE  
 13 Pile of cloth. PLAIT  
 14 Well-behaved. BEST  
 15 To build. OST  
 17 Hops kiln. LAND  
 18 Those who smile. PAW  
 20 To be indebted. CERTAIN  
 21 Preposition of place. EPIC  
 22 Flowing forth. SATAN  
 25 Tiny animals. FLOWING  
 30 Rat. 51 Perfume. 52 Buffalo. 53 Big. 55 She directs the mythology. 56 She supervises the deposits. 14 She was the first woman to serve as a state...

**VERTICAL**  
 2 Series of epical events. 3 Booty. 4 Danish weight. 5 Idant. 6 Primary. 8 One time. 9 Principalities. 10 Spain (abbr.). 12 Silkworm. 14 She was the first woman to serve as a state...  
 16 Sprite. 18 Swimming bird. 19 Fuss. 20 Single things. 23 To low. 24 To sum up. 26 Female deer. 27 To complete. 28 To free. 29 Fleemishes. 31 Type of berry. 35 Senility. 36 To stupefy. 38 Drug. 39 Supernatural being. 41 Hodgepodge. 42 Unless. 43 Ceylon tree. 46 Land right. 47 Spore sacs. 48 Therefore. 52 Before Christ (abbr.). 54 Half an em.



## Proper Nutrition Keeps People Fit Officer Declares

AUSTIN, Tex.—“The importance of ‘feeding for fitness’ as a part of the national defense program cannot be over-emphasized because proper nutrition is the basis of health and physical fitness,” states Dr. Geo. W. Cox, State Health Officer.

“America is beginning to realize that intelligent selection of the proper foods necessary to maintain optimum health is more important than merely eating food without regard to its nutritive qualities.

“In a comparative study made on the health of school children in two widely separated districts—one in an agricultural community and the other in an industrial area—a large percentage of the children from the farming sections were found to be malnourished, while those from the industrial area were in better shape physically.

“Although milk and other dairy products, fruits and fresh vegetables—all of which are essential to a well-balanced dietary, were readily available in the farming sections, the children had been allowed to indulge their preferences for less familiar and less nourishing foods, with the results already mentioned above.

“Certain factors that affect nutrition—and not all of them apply to food—must be given consideration in ‘feeding for fitness.’ The State Health Department would stress the importance of the following:

“First, the diet must be adequate; it should include on a day-to-day basis a generous supply of the protective foods—milk, fruits, vegetables, whole-grain breads and cereals.

“Second, sufficient sleep and rest to maintain a good physical condition.

“Third, remediable physical defects, such as decayed teeth or diseased tonsils, should be corrected in the individual to insure the best utilization of food.

“Fourth, correct elimination is essential in the utilization of food.

“Fifth, exercise and fresh air are needed to stimulate the appetite and give tone to the physical condition.

“Sixth, good posture aids digestion.”

## Air Engineering Is New School Now Urged In the State

AUSTIN, Tex.—The Texas School of Aeronautical Engineering will be the latest addition to the state-supported colleges if the educational appropriation bill takes effect as passed by the Texas Senate.

The school is to be situated within 10 miles of Sherman. The exact site within that radius is to be left to a locating board which will include the Governor, the President of the University of Texas, the President of A. & M. College, the chairman of the State Board of Control and the Superintendent of Public Instruction. No donation is to be required from the section securing the award other than the free grant of the land, which must not be less than 500 acres.

Though aeronautics and aeronautical engineering is to be stressed in its operation, the college would not be limited to that. It will have a course in liberal arts and in military science.

## 12-Year-Old Dog Returns To Master

By United Press  
FORT WORTH, Tex.—Two years ago Bill Lee gave Glenn, his 12-year-old flop-eared bird dog, to a friend in Cisco. The Cisco man kept Glenn for a year and then gave her to a friend in Fort Worth.

Recently Lee, caretaker for Universal Mills, was working on the grounds, thinking of everything but Glenn when the brown and white spotted dog loped up and began licking his hand. She was thin and appeared weak and tired. Lee did not know how long she had been missing from her Fort Worth home. All he knew was that Glenn was home to stay. Lee says he wouldn't take anything for Glenn now.

## Justice Sees Justice Given a Motorist

By United Press  
FORT WORTH, Tex.—Justice has caught up with a drunken driver.

J. M. Justice was riding with his wife and friends when they saw an accident. One of the drivers left the scene of the collision but Justice pursued and caught him, then held him for police. The State Department of Public Safety extended an “Award of Merit” to Justice.

## THE PAY-OFF

BY HARRY GRATSON  
NEA Service Sports Editor

LIKE a lot of others, Jimmy Wilson now suspects the St. Louis Cardinals are the club to beat in the National League. “They don't give anything away,” says the manager of the Chicago Cubs.

Wilson is not discouraged by the relatively poor showing of the Bruins. As quickly as Hank Leiber is ready, the big outfielder is going to be converted into a first baseman.

WILSON specializes in switching players from one position to another. He transformed Bucky Walters from a third baseman to one of the finest pitchers in the business.

He would like to have Phil Cavarretta, who has played first base and the outfield, take a whirl at pitching. Cavarretta has an unusually strong arm, and the Wilson theory is that follows so equipped should pitch.

LEIBER is going to first base because the Cubs require more power. Wilson professes not to be worried about Lou Novikoff, who came up from Los Angeles with a reputation and a record that clear the Mad Russian swatted the ball from town to town. Wilson is confident Novikoff will hit as quickly as he gets up to his new surroundings.

Wilson is simply wild about Lou Stringer, his recruit infielder. Stringer is fast, ought to hit enough, and covers a wide range of the field.

WILSON, like other pilots, points out that the weather has tarder his pitchers. He hasn't had a chance to get the rotating properly. He had planned to employ four pitchers in order, but his big three—Claude Passeau, Bill Lee and Lou French—need regular work, and the rest haven't had enough.

Once he gets the Cubs in hand, Wilson is positive they will make a great deal toward establishing a balance of power among the major league clubs. BUT the Cardinals have a bulge on the field, he now admits. It didn't take Billy Southworth long to find out that Fudgett, a mediocre catcher, and his potential .400 bat belong in the outfield, where he could swing his club daily. “As though the Cardinals weren't tough enough,” moans Wilson.



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## Preparedness is an Important Job with Your Electric Service Friends!

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The average kilowatt hour cost of electric service has been steadily reduced. Your increased use helped to make this possible—your steadily increased use of your most versatile servant plus the ability of your electric service people accurately to estimate your expanding needs and to provide for them most economically.

## TEXAS ELECTRIC SERVICE COMPANY

SERIAL STORY

THREE TO MAKE READY

BY W. H. PEARS



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YESTERDAY: Paula and Tony are determined to keep Chris out of trouble. They enlist the help of Dr. Lud, who explains that Kilo's mood, Big Barney Sherwood, is Van Horn, replace him with a hand-picked politician.

PAULA TAKES A TRICK CHAPTER VI 'T'S not true, it's not true,' Paula told herself over and over. 'Why, Tony would laugh at the idea!'

For hours she had been tossing restlessly on her bed, trying to erase Dr. Lud's words from her mind. But the more she thought about it, the less sure she was. Had she been so blinded by love for Chris that she couldn't see how Tony felt?

She caught glimpses of Tony during the day, but she managed to avoid conversation with him. Late in the afternoon she met Chris strolling across the campus. 'Hey, wait up for a gal,' she called to him.

Chris turned, an unreadable expression in his fire-blue eyes. Paula couldn't tell whether he was glad to see her or not. 'Hi, Paulie. How're things and stuff?'

'So, so, podner,' Paula drawled. 'How's the lone ranger?' 'It's exam time, Paulie,' he replied. 'Old Christopher grindeth his wits.'

Paula sensed the apology in his voice, but let it pass. 'How about buying me a coke for old-time's sake?'

'Well . . . ' Chris rubbed the end of his nose in embarrassment. 'I'd like to, Paulie, but I've already promised . . .'

Paula said lightly, 'Oh, well, in that case . . . ' But a lump rose to her throat, a lump composed of one part of anger and one part of hurt. 'Some other time.'

'Hey, wait, pal,' Chris said, catching her arm. 'Don't be like that. I'm not standing you up, honest. Meet me tomorrow afternoon, will you?'

Paula's pride wanted to snap a crisp 'No!' at him, but her heart would have none of it. 'If you really want me to, Chris.'

'You betcha, Paulie!' He flashed his reckless grin at her in the old familiar way. 'So long.'

At the house a letter awaited her, a letter which she took along when she went to meet Chris the next afternoon.

In no mood to talk over the din of a juke box, Paula vetoed the Sweetland and suggested a walk along Tucker's Creek. With the sunshine warm in her hair and Chris moving long-strided at her side, Paula's confidence returned.

They walked nearly a mile without saying much, then Chris flopped himself on the bank of the creek and said, 'What is this, Paula, a marathon?'

Paula found a place by his side. 'Been seeing Tony?' Chris asked casually. 'Some,' Paula replied, hating to shatter these precious moments with more serious matters.

'We had a talk with Dr. Lud the other night.' 'About what?' Chris demanded. 'I never could see why you and Tony always idolized that guy.'

'He's honest, Chris,' Paula said, remembering with a pang Lud's warning about Tony. 'When he tells you something you can believe it.'

Chris scowled. 'Such as?' 'The League,' Paula burst out. 'Chris, did you ever hear of Big Barney Sherwood?'

'I've not only heard of him,' Chris boasted, 'I've met him. He was up to see Kilo and he let me drive his 12-cylinder car. He's a real guy, Paulie. Nobody tells Big Barney what to do.'

PAULA'S heart sank. How could she ever make Chris see the truth—that Big Barney was an unscrupulous politician and not a man to be admired like Dr. Van Horn or Dr. Lud?

'Chris, will you listen to the truth about Big Barney?' 'How do I know it's the truth? A lot of crazy rumors don't mean anything.'

'Then you've heard them?' 'Oh, sure, all this stuff about Big Barney trying to give Van Horn the boot so he can put in his own man and do a little grafting on the new buildings. Kilo says that's all hokum.'

'Chris, don't you see? The League's trying to put Dr. Van Horn on the spot!'

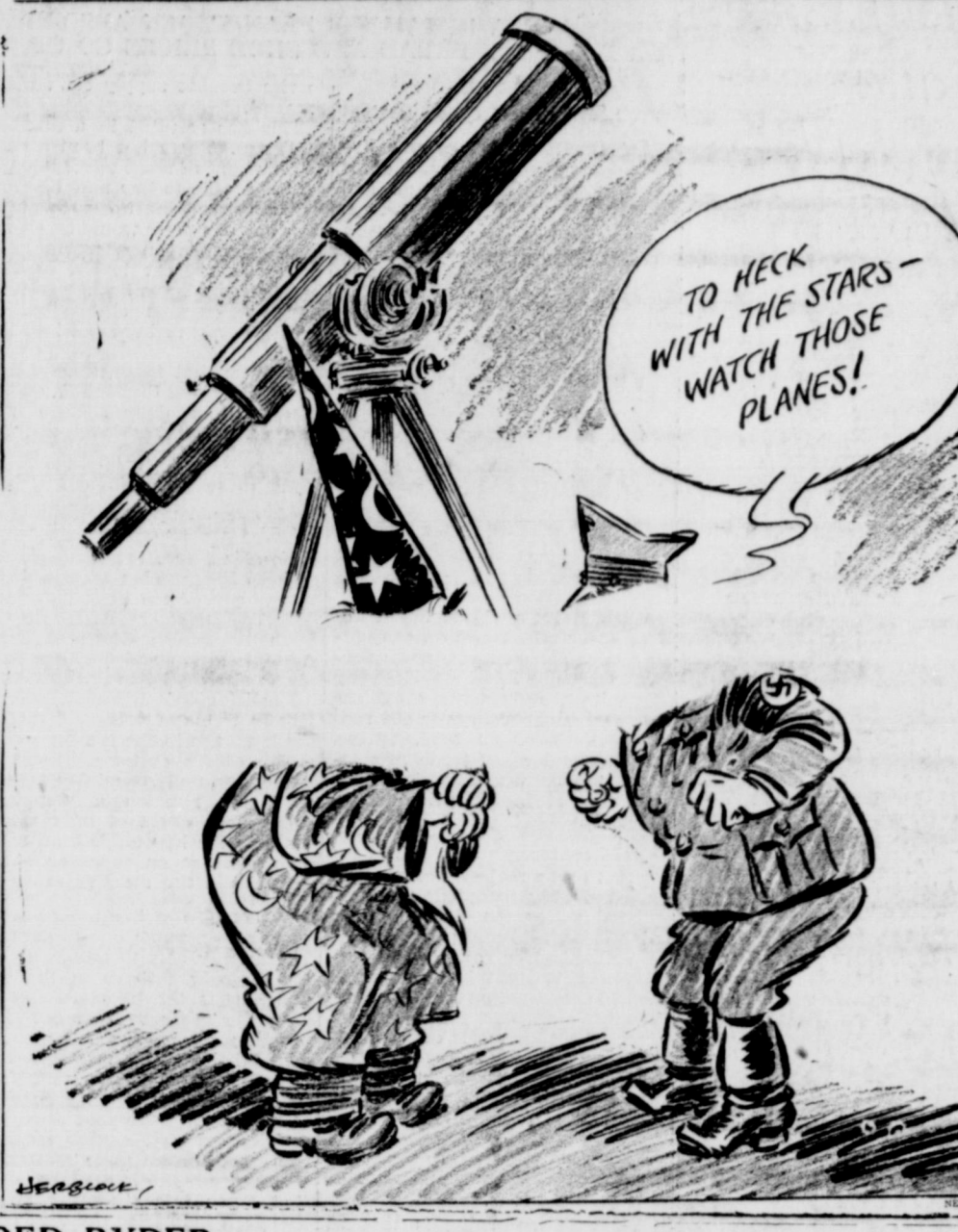
'So what?' Chris demanded. 'Van Horn's an old fogey. Big Barney'll hire someone that'll take the fraternities down off their high horse.'

Paula said scornfully, 'And you're working with Kilo to put over a dirty deal like that?'

Chris chuckled. 'Now don't get yourself in an uproar, Paulie. The League's out to get the Greek-letter outfits, not Van Horn.'

'That's what you think, but you're being used as a tool.' Chris got to his feet, his mouth tight-drawn. 'I think we'd better be going back, Paulie.'

Hitler Reported Losing Faith in Scothsayers



By Hamlin



By Hamlin



By William Ferguson



FRECKELS AND HIS FRIENDS



By United Press

Snake Is Pet Of Texas Tech Student LUBBOCK, Tex.—It's surprising but Charles Aves, sophomore student at Texas Technological College, keeps a lady in his room at one of the men's dormitories.

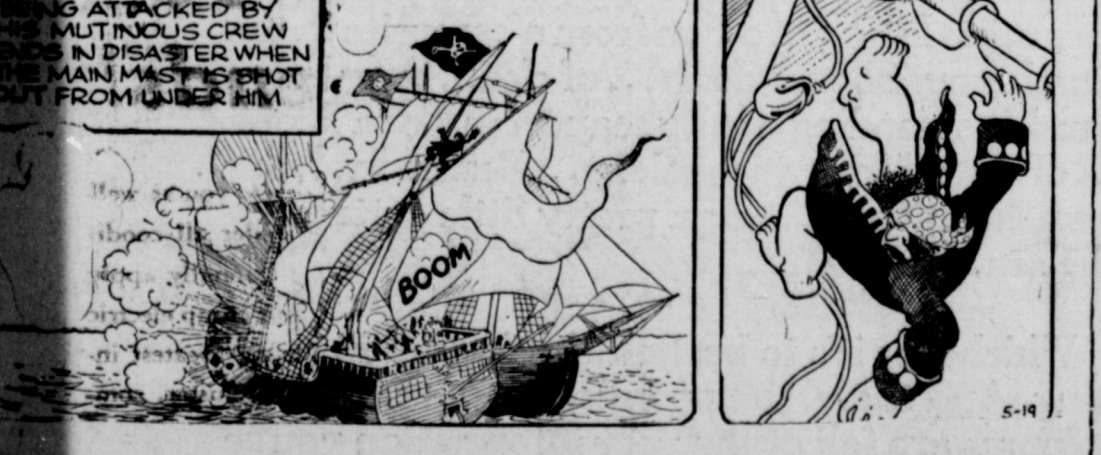
Try Our Want Ads!

He'd Better Bring It Along When He Tackles Louis



Buddy Baer sharpens eye in practice with pistol. He'd better bring it along when he tackles Joe Louis in Washington, May 23.

ALLEY OOP BY HARMAN



**JAYCEES MEETING TODAY**  
Members of the Junior Chamber of Commerce are holding a meeting of that organization is scheduled for tonight 8:00 o'clock at the Tesco Club.

**LYRIK**  
LAST TIMES TODAY  
**"THAT NIGHT IN RIO"**  
— With —  
**ALICE FAYE**  
**DON AMECHE**  
**CARMEN MIRANDA**

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White Linen and Colored Lawns with initials or plain . . .

35c & 50c, 3 Boxer \$1 & \$1.50



## SLACKS

California Varsity and Palm Springs Slacks by Mel Rose . . . Cool Comfortable Fabrics.

\$5 to \$7.50



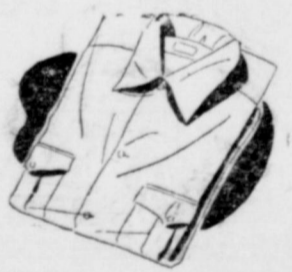
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Pajamas  
Robes  
House Slippers



## SPORT SHIRTS

. . . by Wilson Bros. and Sweet long and short sleeves in cool sheer cotton or rayon.

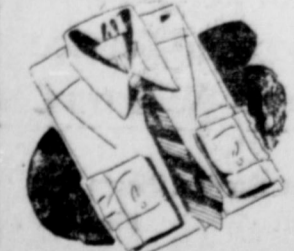
\$1 to \$3.50



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# the Men's Shop

East Side Square

Eastland, Texas

## Society Club and Church Notes

By PETER EDSON

### GOVERNMENT, RETAILERS PLAN SHOCK ABSORBER FOR PUBLIC IF BREAD AND SHOE PRICES GO UP

BY PETER EDSON  
NEA Service Staff Correspondent

WASHINGTON.—One sure by-product of the current effort on the part of both business and government to keep prices from climbing out of sight will be a big advance in consumer education, a movement on the part of retailers and manufacturers to tell customers exactly what's in their product and why the price is what it is.



Edson

This fact stands out as one conclusion resulting from the Department of Commerce conference on consumer goods. The conference was promoted by the Retailers Advisory Committee, a business organization which called in over 400 representatives of 52 food, textile, clothing and other trade associations to see where business fits into the government price control program.

THIS conference emphasized the fact that a majority of retailers have already adopted the far-sighted policy that it is to their advantage to keep prices down, to prevent price spirals, and furthermore to do this as much as possible on a voluntary, co-operative basis without the benefit of government control or government price fixing.

This may not be the most world-shaking news to come out of Washington these days, but as it hits 130 million people in the pocketbook, right where they live, it is fraught with significance at that, so here it is.

What is happening is that as more and more of the country's productive capacity is taken up by defense orders, less capacity is left for business-as-usual production for civilian use. At the same time, employment goes up, wages are going up, and there is greater consumer demand. The tendency is for the prices of

to rise because supply can't meet demand.

This has resulted in a number of things. There has been a certain amount of scare advertising—telling people to buy now because prices were going up or to order now because there would be shortages later. In an effort to keep prices at present levels, quality has in some cases been sacrificed and the product cheapened, or substitutes have been put into the product.

A dress that fades, a shirt that shrinks, a sheet that splits, a \$3.50 blanket that doesn't keep you warm after it has been washed. This, as Miss Harriet Elliott points out, is a downward spiral of quality and it is as much to be guarded against as an upward spiraling of price.

Here is where the further education of consumers comes in and this is one of the lines that Miss Elliott's consumer division in the Leon Henderson Office of Price Administration and Civilian Supply is attempting to strengthen.

Realizing that housewives can't talk in terms of economic theory, the language in the retailer's education of his customers must be reduced to understandable factors. A 1-cent rise on a pound of sugar or a quart of milk means more to the housewife than a 50-cent increase on shoes or a 10-cent increase in the month's rent.

THE economics in a loaf of bread is also a tough one to explain. The farmer gets less than a cent for the wheat that's in the loaf which sells for 10 cents. Where does the other 9 cents go? Explaining that to the consumer would help justify any increases, if and when necessary. Retailers feel it is a lack of understanding of the work of the processors and distributors that causes most of the confusion on price matters.

Another factor is the labor costs that enter into consumer goods. The food industries say that from 65 to 70 per cent of the cost of a can of beans or any other food product is labor. Textile industries say that 51 per cent of the increased value of a manufactured product is labor costs. Those are entirely reasonable and unavoidable but they have to be appreciated by the consumer.

## Old Age Stopper



The advice of Louise Baker, girls, is to leap through the air astride a rubber dog into a swimming pool if you would stay young. Miss Baker, Miami department store cashier, shows you here how it's done.

## To Discuss Plans For Annual 4th Of July Meeting

H. J. Tanner, secretary of the Eastland Chamber of Commerce, advises that a meeting of Eastland citizens is to be held at the Chamber of Commerce Tuesday afternoon at 3:00 o'clock for the purpose of discussing plans for Eastland annual Fourth of July celebration.

**DOG WEARS 'CHUTE**  
TULARE, Cal.—Mr. Tailspin, Scotty mascot of the Rankin Aeronautical Academy here, wears an automatically opening parachute every time he takes the air with Capt. Charles J. Daly, his "boss." The parachute was paid for by cadets at the school. The dog already has 14 flying hours to his credit.

## CLASSIFIED

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**CORNELIUS HILLSIDE APARTMENTS**  
The New Third Unit now ready for occupancy. Deluxe Furnishings throughout. Call 500, or see Mrs. Bean at the Apartments. Cornellee & Plummer Streets. . .

## Pedestrian Is Held For Running Light

PALESTINE, Tex.—Police officer Bob Morgan made an unique arrest.

The offense was ordinary—that of running a red light in the busy business district. But the offender was not—he was a pedestrian.

## Favorite Horse In Race Jumps Fence And Runs for Home

By United Press

RANDWISCK, Australia.—Some hearts were saddened and some were gladdened—according to how bets were laid—when, during the running of the Farm Novice Handicap, Reston, a favorite suddenly left the course, jumped the fence and went home.

Jockey Thompson had been obliged to give it that alternative to a head-on fence crash and the horse rose magnificently to both the occasion and the fence.

## Eastland Raises WTCC Convention Quota of \$200.00

Eastland's quota of \$200 to the West Texas Chamber of Commerce's convention fund for the recent meeting in Mineral Wells, was over subscribed according to Judge Milburn McCarty of Eastland, a director in the West Texas organization.

"I am grateful indeed for the co-operation Eastland rendered in raising the above quota," Mr. McCarty said.



They're the best there are, Sis!

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It's the same with everything the telephone company uses. A nationwide system of testing and manufacturing helps our effort to see to it that every customer who lets your Dad put in a telephone gets, for the reasonable price he pays, good neighborhood service all the time—and good nation-wide service when he needs it.

SOUTHWESTERN BELL TELEPHONE COMPANY

# Maytime is Seed-time For Play-time

However softly May zephyrs blow, they awaken in all of us the fond yearnings for Summer and vacation.

Like seeds, these stir in the depths of the mind and twine pleasant tendrils about our thought. Visions intrude upon the daily task . . . of gossamer mists lifting at dawn from a campsite in the slumberous Shenandoah . . . of clean, tang-laden sunshine flooding a salty seaport in Nova Scotia . . . of squat Mexican missions . . . Bermuda . . . our own Northwest . . . or a pretty little cottage by the sea.

Whichever it's to be, half the fun lies in planning. And there, the newspaper helps. Travel columns are full of the very information you're after. Daily advertising is a reliable guide in buying cruise luggage . . . resort clothes . . . sporting equipment . . . sun lotion . . . new tires for the car . . . all the other accoutrements of one of the happiest times of the year. Advertisements can help to make vacation dreams come true!

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